

MARCH 5th

08:30 h. ACCREDITATION AND OPEN COFFEE

09:15 h. GRUPO MUTUA AUDITORIUM OPENING

09:30 h. - 09:45 h. WELCOMING

- Juan Arrizabalaga, general manager of Ifema
- Montse Martínez, general commercial director at FACONAUTO
- José Ignacio Moya, general director at FACONAUTO

09:45 h. - 10:15 h. SPEECH

Sostenibility, circular economy and the transition to a new economic model: the great business and investment opportunity

- Juan Verde, international strategist, Joe Biden's counselor

(With CaixaBank Payments & Consumer support)

10:15 h. - 11:15 h. DIVERSITY OF CULTURES, ONE SAME MARKET

- Gary Gilchrist, NADA's president (U.S)
- Gerardo Pérez, AECDR's president (Europe)
- Martín Bresciani, ALADDA's president (South America)
- Shen Jinjun, CADA's president (China) (PC)

Moderate: María Fernández, manager at Peumóvil Group

(With BBVA Consumer Finance support)

11:15 h. - 12:30 h. FACONAUTO LIVE / OPEN COFFEE

12:30 h. - 13:30 h. OFFICIAL OPENING

- Wayne Griffiths, ANFAC's president
- Francisco J. Riberas, SERNAUTO's president
- Marta Blázquez, FACONAUTO's president
- Borja Sémpér, deputy Secretary of Culture and PP spokesman

13:30 h. - 16:30 h. WORKSHOPS / FACONAUTO LIVE / OPEN BUFFET

16:00 h. - 16:15 h. THE AUTOMOTIVE INDUSTRY IN THE CONTEXT OF THE EUROPEAN ELECTIONS

- Susana Solís, member of the European Parliament

16:15 h. - 16:50 h. SPEECH

- José Muñoz, president and operations director at Hyundai Motor Company

16:50 h. - 17:45 h. AROUND THE AGENCY MODEL: CHALLENGES IN DEALERSHIP MANAGEMENT (English/Spanish)

- Steve Young, ICDP general director
- Brian Pasch, CEO of Pasch Group

18:00 h. - 20:00 h. AFTERWORK PARTY

#Re_Evolución

MARCH 6th

08:30 h. OPEN COFFEE

09:15 h. GRUPO MUTUA AUDITORIUM OPENING

09:30 h. - 11:00 h. THE #Re_EVOLUTIONS REACHING THE AUTOMOTIVE INDUSTRY

- Artificial Intelligence. Bernardo Hernández, entrepreneur and investor in new technologies
- Decarbonization. Valero Marín, customer general director at Repsol
- Sustainability. María Helena Antolín, president of the Sustainable Mobility Council of the CEOE

11:00 h. - 13:00 h. WORKSHOPS / FACONAUTO LIVE / OPEN COFFEE

12:00 h. - 12:45 h. INTRODUCTION OF "ADD COLOR TO YOUR DEALERSHIP"

- Agatha Ruiz de la Prada, designer and entrepreneur
(ROMA ROOM)

(With PPG support)

13:00 h. - 13:30 h. V_CON 2023 STUDY REPRESENTATION

- Manuel Díaz, partner in charge of automotive PwC Spain

13:30 h. - 13:50 h. FACONAUTO "COMMITMENT" AWARDS CEREMONY

- ESADE
- Selección Española de Fútbol Femenino
- Hospital Nacional de Paraplégicos de Toledo
- IDAE
- Francisco Galnares, director general del Grupo Syrsa

13:50 h. - 14:15 h. CLOSURE

- Marta Blázquez, FACONAUTO president
- Jordi Hereu, Minister of Industry and Tourism

#Re_Evolución

WORKSHOPS

March 5th, 14:00 – 14:45 h.

MADRID ROOM (English/Spanish)

Dealer network consolidation: the changing face of distribution in Europe

- Steve Young, ICDP general director

PARIS ROOM

What, when and how: an x-ray of the arrival of Asian brands in Europe

- Felipe Muñoz, global automotive analyst & PR at JATO Dynamics

BERLIN ROOM

The agency model and its impact on the used car market

- Luis María Pérez Serrano, director of the Remarketing and Mobility Consulting Business Line of TÜV SÜD at global level

ROMA ROOM (English/Spanish)

AI in Automotive: Revolutionizing Sales and After-Sales Service

- Ben Cooper, international managing director at Impel

March 5th, 15:00 – 15:45 h.

MADRID ROOM (English/Spanish)

The six definitive steps to improve lead conversion

- Paul de Vries, Digital Car Dealer Workshop CEO

PARIS ROOM

Multibrand Dealerships and Aftermarket Services: Challenges and Future

- Juan Carlos Martín, CEO of AD Parts

BERLIN ROOM

Professional training: the challenge of attracting and retaining talent in dealerships

- Micaela Rodríguez, director at Scania R. Peinado
- Pilar Fernández, manager and owner of Sanfer
- Jacinto Rodríguez, head ational Training Service, Department of Education, Castilla-La Mancha
- **Moderate:** Alberto Gavilán, Talent Manager Adecco

ROMA ROOM

Economic situation and perspectives: its impact on the automotive industry

- Miguel Cardoso, BBVA Research chief economist

#Re_Evolución

WORKSHOPS

March 6th, 11:30 – 12:30 h.

MADRID ROOM

11:30 h. – 12:10 h. **Recycling After Sales**

- José Luis Gata, business development director at Solera
- Martín Tejero, key account manager at Solera

12:10 h. – 12:30 h. **Eco-friendly Spare Parts, the New Lever to Increase Aftermarket Profitability**

- Gonzalo Pinto, Co-Founder of Digital Recycling

PARIS ROOM

11:30 h. **It's happening: outlook, challenges and keys to staying in the automotive retail business**

- Carlos Xifré, Auctoritas Business Consulting general director

ROMA ROOM 11:30h.

11:30 h. – 12:00 h. **Interview: Agency contract applications**

- Alfredo Briganty, founding partner at Quadrigas Abogados

Interviewer:: Carlos Olmo, editor of La Tribuna de Automoción

12:00 h. – 12:40 h. **Introduction of "Add color to your dealership"**

- Agatha Ruiz de la Prada, designer and entrepreneur

(With PPG support)

BERLIN ROOM 11:30 h.

11:30 h. **Generational marketing at the car dealership. How does it influence the new customer journey?**

- Rafael Ivars, Miller-Ingram Associates general director